



KSHB-TV

ORDER

Print Date 11/01/12 Page 1 of 5

Flight Dates 10/30/12-11/05/12

Contract / Revision 304332 / 356 Clint Zweifel for Missouri

Original Date / Revision

10/31/12 10/31/12

Advertiser Zweifel / Democrat / State Tr

Product

356 Clint Zweifel for Missouri

Agency Com 15%

Billing Contact

650 Massachusetts Avenue NW - S
Washington, DC 20001

Agency Buying Time LLC

Buying Contact

650 Massachusetts Avenue NW - S
Washington, DC 20001

Sales Office EWSDC

Sales Region NAT

Agency Ref 2

Order Sep 00:20:00

Estimate # 2009

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL CAND

Product Codes PL

Priority P-3

Advertiser Ref

Primary Account Executive

Tara Washburn

Account Executive Order% Start Date End Date

Tara Washburn 100%

Order Share 100% Market Value 40900

Competing Station	% of Order	Amount
CABLE	%	0
KCPT	%	0
KCTV	%	0
KCWE	%	0
KMBC	%	0
KMCI	%	0
KPXE	%	0
KSMO	%	0
UNKWN	%	0
WDAF	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
November 2012	86	\$34,765.00	\$40,900.00	0.00	10/29/12	11/05/12	86	\$34,765.00	\$40,900.00
Totals	86	\$34,765.00	\$40,900.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 1	KSHB	10/30/12	11/05/12	NBC Action News at 5a NBC Action News at 5a	CM	5-6a	-----	:30	0	\$150.00	P-2	0.00	NM	5	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	- 1111--		4				\$150.00		0.00			
		Week: 11/05/12	11/11/12	1-----		1				\$150.00		0.00			
E 2	KSHB	10/30/12	11/05/12	NBC Action News at 6a NBC Action News at 6a	CM	6-7a	-----	:30	0	\$400.00	P-2	0.00	NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-- 1-1--		2				\$400.00		0.00			
		Week: 11/05/12	11/11/12	1-----		1				\$400.00		0.00			
E 3	KSHB	10/30/12	11/05/12	Today Show Today Show	CM	7-9a	-----	:30	0	\$375.00	P-2	0.00	NM	10	\$3,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 3	KSHB	10/30/12	11/05/12	Today Show Today Show	CM	7-9a	-----	:30	0	\$375.00	P-2	0.00	NM	10	\$3,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	10/29/12	11/04/12	- 2222 - -		8		\$375.00		0.00					
	Week:	11/05/12	11/11/12	2 - - - - -		2		\$375.00		0.00					
E 4	KSHB	10/30/12	11/05/12	Today Show II Today Show II	CM	9-10a	-----	:30	0	\$300.00	P-1	0.00	NM	6	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	10/29/12	11/04/12	- 1112 - -		5		\$300.00		0.00					
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
	4	KSHB	10/29/12-11/04/12	Today Show II		9-10a	- TWThF - - - -	:30		(\$300.00)	0.00	NM			
	See MG 4.7														
	7	KSHB	10/31/12-10/31/12	Today Show II		9-10a	- - W - - - - -	:30		\$300.00	0.00	NM			
	Ⓜ MG for 4.4 11/02														
	Week:	11/05/12	11/11/12	1 - - - - -		1		\$300.00		0.00					
E 5	KSHB	10/30/12	11/05/12	M-F 11a-12p M-F 11a-12p	CM	11a-12p	-----	:30	0	\$225.00	P-1	0.00	NM	6	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	10/29/12	11/04/12	- 1121 - -		5		\$225.00		0.00					
	Week:	11/05/12	11/11/12	1 - - - - -		1		\$225.00		0.00					
E 6	KSHB	10/30/12	11/05/12	M-F 3-4p Jeff Probst show	CM	3-4p	-----	:30	0	\$250.00	P-2	0.00	NM	5	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	10/29/12	11/04/12	- 1111 - -		4		\$250.00		0.00					
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
	1	KSHB	10/29/12-11/04/12	M-F 3-330p		3-330pm	- TWThF - - - -	:30		(\$250.00)	0.00	NM			
	See MG 6.6,6.7,6.8,6.9,6.10														
	[program change. Effective 9/10 Jeff Probst is airing 3-4pm. sv 7/12/12]														
	2	KSHB	10/29/12-11/04/12	M-F 3-330p		3-330pm	- TWThF - - - -	:30		(\$250.00)	0.00	NM			
	See MG 6.6,6.7,6.8,6.9,6.10														
	[program change. Effective 9/10 Jeff Probst is airing 3-4pm. sv 7/12/12]														
	3	KSHB	10/29/12-11/04/12	M-F 3-330p		3-330pm	- TWThF - - - -	:30		(\$250.00)	0.00	NM			
	See MG 6.6,6.7,6.8,6.9,6.10														
	[program change. Effective 9/10 Jeff Probst is airing 3-4pm. sv 7/12/12]														
	4	KSHB	10/29/12-11/04/12	M-F 3-330p		3-330pm	- TWThF - - - -	:30		(\$250.00)	0.00	NM			
	See MG 6.6,6.7,6.8,6.9,6.10														
	[program change. Effective 9/10 Jeff Probst is airing 3-4pm. sv 7/12/12]														
	6	KSHB	10/30/12-11/05/12	M-F 3-4p		3-4p	MTWThF - - - -	:30		\$250.00	0.00	NM			
	Ⓜ MG for 6.2,6.1,6.3,6.4,6.5														
	7	KSHB	10/30/12-11/05/12	M-F 3-4p		3-4p	MTWThF - - - -	:30		\$250.00	0.00	NM			
	Ⓜ MG for 6.2,6.1,6.3,6.4,6.5														
	8	KSHB	10/30/12-11/05/12	M-F 3-4p		3-4p	MTWThF - - - -	:30		\$250.00	0.00	NM			
	Ⓜ MG for 6.2,6.1,6.3,6.4,6.5														
	9	KSHB	10/30/12-11/05/12	M-F 3-4p		3-4p	MTWThF - - - -	:30		\$250.00	0.00	NM			
	Ⓜ MG for 6.2,6.1,6.3,6.4,6.5														
	10	KSHB	10/30/12-11/05/12	M-F 3-4p		3-4p	MTWThF - - - -	:30		\$250.00	0.00	NM			
	Ⓜ MG for 6.2,6.1,6.3,6.4,6.5														
	Week:	11/05/12	11/11/12	1 - - - - -		1		\$250.00		0.00					
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
	5	KSHB	11/05/12-11/11/12	M-F 3-330p		3-330pm	M - - - - - - -	:30		(\$250.00)	0.00	NM			
	See MG 6.6,6.7,6.8,6.9,6.10														
	[program change. Effective 9/10 Jeff Probst is airing 3-4pm. sv 7/12/12]														



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Contract / Revision **304332** Flight Dates **10/30/12-11/05/12**

Hiatus Dates

Original Date / Revision 10/31/12/ 10/31/12

Order Sep 00:20:00

Advertiser **Zweifel / Democrat / State 1** Product **356 Clint Zweifel for Missou** Estimate # **2009**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 7	KSHB	10/30/12	11/05/12	M-F 4-430p Jeopardy	CM	4-430p	-----	:30	0	\$350.00	P-2	0.00 NM	6	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	- 1112--		5			\$350.00		0.00			
	Week:	11/05/12	11/11/12	1-----		1			\$350.00		0.00			
E 8	KSHB	10/30/12	11/05/12	M-F 430-5p Action News @ 430PM	CM	430-5p	-----	:30	0	\$500.00	P-1	0.00 NM	6	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	- 1211--		5			\$500.00		0.00			
	Week:	11/05/12	11/11/12	1-----		1			\$500.00		0.00			
E 9	KSHB	10/30/12	11/05/12	NBC Action News at 5p NBC Action News at 5p	CM	5-530p	-----	:30	0	\$400.00	P-2	0.00 NM	3	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	- 1111--		4			\$400.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
2	KSHB	10/29/12-11/04/12		NBC Action News at 5p		5-530p	- TWThF----	:30		(\$400.00)		0.00 NM		
	See MG 9.6													
	[rate]													
3	KSHB	10/29/12-11/04/12		NBC Action News at 5p		5-530p	- TWThF----	:30		(\$400.00)		0.00 NM		
	See MG 9.6													
	[rate]													
4	KSHB	10/29/12-11/04/12		NBC Action News at 5p		5-530p	- TWThF----	:30		(\$400.00)		0.00 NM		
	See MG 9.6													
	[rate]													
6	KSHB	10/29/12-11/04/12		Major League Soccer		12-6pm	-----Su	:30		\$1,200.00		0.00 NM		
	Ⓜ MG for 9.4,9.3,9.2													
	Week:	11/05/12	11/11/12	1-----		1			\$400.00		0.00			
E 10	KSHB	10/30/12	11/05/12	Nightly News M-F 530-6p	CM	530-6p	-----	:30	0	\$900.00	P-3	0.00 NM	5	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	- 1111--		4			\$900.00		0.00			
	Week:	11/05/12	11/11/12	1-----		1			\$900.00		0.00			
E 11	KSHB	10/30/12	11/05/12	NBC Action News at 6p NBC Action News at 6p	CM	6-630p	-----	:30	0	\$600.00	P-2	0.00 NM	5	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	- 1111--		4			\$600.00		0.00			
	Week:	11/05/12	11/11/12	1-----		1			\$600.00		0.00			
E 12	KSHB	10/30/12	11/05/12	M-F 630-7p M-F 630-7p	CM	630-7p	-----	:30	0	\$1,100.00	P-2	0.00 NM	5	\$5,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	- 1111--		4			\$1,100.00		0.00			
	Week:	11/05/12	11/11/12	1-----		1			\$1,100.00		0.00			
13	KSHB	10/30/12	11/05/12	M-F Late News M-F Late News	CM	10-1035p	-----	:30	0	\$1,300.00	P-1	0.00 NM	3	\$3,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	- 1-1---		2			\$1,300.00		0.00			
	Week:	11/05/12	11/11/12	1-----		1			\$1,300.00		0.00			
E 14	KSHB	10/30/12	11/05/12	M-F 1035-1135p Tonight Show	CM	1035-1135p	-----	:30	0	\$300.00	P-2	0.00 NM	4	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	- 111---		3			\$300.00		0.00			
	Week:	11/05/12	11/11/12	1-----		1			\$300.00		0.00			



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Contract / Revision **304332** Flight Dates **10/30/12-11/05/12**

Hiatus Dates

Original Date / Revision 10/31/12/ 10/31/12

Order Sep 00:20:00

Advertiser **Zweifel / Democrat / State 1** Product **356 Clint Zweifel for Missou** Estimate # **2009**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
15	KSHB	10/30/12	11/05/12	Sa/Su Today Show Today Show	CM	Sa 6-8a/Sun 7-8a	-----	:30	0	\$225.00	P-1	0.00	NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/29/12	11/04/12	-----1-		1			\$225.00		0.00				
	Week:	11/05/12	11/11/12	-----		0			\$0.00		0.00				
16	KSHB	10/30/12	11/05/12	Sa 8-10a Sa 8-10am	CM	8a-10a	-----	:30	0	\$250.00	P-1	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/29/12	11/04/12	-----1-		1			\$250.00		0.00				
	Week:	11/05/12	11/11/12	-----		0			\$0.00		0.00				
17	KSHB	10/30/12	11/05/12	Sa Su 5-530p Rotator Sa Su 5-530p Rotator	CM	5-530p	-----	:30	0	\$400.00	P-1	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/29/12	11/04/12	-----1-		1			\$400.00		0.00				
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	KSHB	10/29/12-11/04/12	Sa Su 5-530p Rotator		5-530p	-----Sa--	:30		(\$400.00)		0.00	NM		
	See MG 17.2														
	[programming - notre dame football scheduled --es]														
	2	KSHB	10/29/12-11/04/12	Sa Su 5-530p Rotator		5-530p	-----Su	:30		\$400.00		0.00	NM		
	Ⓜ MG for 17.1 11/03														
	Week:	11/05/12	11/11/12	-----		0			\$0.00		0.00				
18	KSHB	10/30/12	11/05/12	NBC Action News at 6p Sa 6-630p	CM	6-630p	-----	:30	0	\$450.00	P-1	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/29/12	11/04/12	-----1-		1			\$450.00		0.00				
	Week:	11/05/12	11/11/12	-----		0			\$0.00		0.00				
19	KSHB	10/30/12	11/05/12	Sa 630-7p 630-7p	CM	630-7p	-----	:30	0	\$500.00	P-2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/29/12	11/04/12	-----1-		1			\$500.00		0.00				
	Week:	11/05/12	11/11/12	-----		0			\$0.00		0.00				
20	KSHB	10/30/12	11/05/12	Sun 630-7a Chris Matthews	CM	Sun 630-7a	-----	:30	0	\$75.00	P-2	0.00	NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/29/12	11/04/12	-----1		1			\$75.00		0.00				
	Week:	11/05/12	11/11/12	-----		0			\$0.00		0.00				
21	KSHB	10/30/12	11/05/12	Su Today Show Su Today Show	CM	7-8a	-----	:30	0	\$275.00	P-1	0.00	NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/29/12	11/04/12	-----1		1			\$275.00		0.00				
	Week:	11/05/12	11/11/12	-----		0			\$0.00		0.00				
22	KSHB	10/30/12	11/05/12	Sun 8-9a Sun 8-9a	CM	8-9a	-----	:30	0	\$250.00	P-1	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/29/12	11/04/12	-----1		1			\$250.00		0.00				
	Week:	11/05/12	11/11/12	-----		0			\$0.00		0.00				
23	KSHB	10/30/12	11/05/12	Su 9-10a Meet the Press	CM	9-10a	-----	:30	0	\$1,100.00	P-1	0.00	NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/29/12	11/04/12	-----1		1			\$1,100.00		0.00				
	Week:	11/05/12	11/11/12	-----		0			\$0.00		0.00				
24	KSHB	10/30/12	11/05/12		CM	5-530p	-----	:30	0	\$400.00	P-1	0.00	NM	1	\$400.00

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
				NBC Action News at 5p Su										
				NBC Action News at 5p Su										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	-----1		1				\$400.00		0.00		
Week:		11/05/12	11/11/12	-----		0				\$0.00		0.00		
25	KSHB	10/30/12	11/05/12	Su Late News	CM	Late News Su	-----	:30	0	\$1,100.00	P-1	0.00 NM	1	\$1,100.00
				Late News Su										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	-----1		1				\$1,100.00		0.00		
Week:		11/05/12	11/11/12	-----		0				\$0.00		0.00		
N 26	KSHB	11/02/12	11/05/12	M-F 12-1p	CM	12-1p	M--F--	:30	1	\$150.00	P-1	0.00 NM	1	\$150.00
				M-F 12-1p										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
Week:		10/30/12	11/05/12	M--F--		1				\$150.00		0.00		
N 27	KSHB	11/02/12	11/05/12	M-F 10-11a	CM	10-11a	M--F--	:30	1	\$275.00	P-1	0.00 NM	1	\$275.00
				M-F 10-11a										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
Week:		10/30/12	11/05/12	M--F--		1				\$275.00		0.00		
N 28	KSHB	11/02/12	11/05/12	M-F 2-3p	CM	2-3p	M--F--	:30	1	\$150.00	P-1	0.00 NM	1	\$150.00
				M-F 2-3p										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
Week:		10/30/12	11/05/12	M--F--		1				\$150.00		0.00		
Totals													86	\$40,900.00